



## Building a cloud-based Omnichannel contact center

Logistics start-up leverages Black Box solutions to set up pan-India operations with a philosophy of “Born in the Cloud”

### INDUSTRY: Logistics

#### COMPANY OVERVIEW AND SUMMARY:

This start-up is a one-stop solution for all logistical requirements. Their goal is to provide seamless logistical solutions, customized to the needs and constraints of customers in a fair and transparent manner. Their top priority was to build over 300 centers across the country that will include their pick-up and delivery (PUD) service, transit hubs, and alliance partners. The Genesys Cloud CX and SimpleCRM solution proposed by Black Box, after a thorough analysis of the scenario and requirements, provided an integrated omnichannel customer engagement platform and an end-to-end managed platform to continue their operations from anywhere.

#### CHALLENGE

The start-up was raring to build a cloud-based CX platform during the pandemic to introduce flexibility, agility, and faster time to market to their business despite the constraints of starting anew during the tough time of Covid. Their Capex was drastically dropped due to the absence of customer data and delivery centers. Their customers have higher and varied requirements regarding convenience, agility, smooth interaction, channel availability, quick time to market, and personalized solutions. The company was unable to fulfill such requirements without a scalable and reliable platform. They wanted to set up their pan-India operations with a philosophy of “Born in the Cloud” by deploying an omnichannel customer experience platform. Their business required a cloud contact center that allows advisors to work from anywhere and address customer engagement needs in no time.

#### CHALLENGES

- Lower start-up costs with more emphasis on Opex than Capex. Limited Capex investments
- Unorganised workflow resulting in slower time to market due to the focus on work from home rather than brick-and-mortar
- Required a scalable and reliable platform to cope with changing user needs and shifting marketplace demands

#### SOLUTIONS

- Genesys Cloud CX and SimpleCRM solution for 360 degree customer visibility
- Comprehensive & robust Enterprise CRM platform with Intelligent Automation capabilities
- Omnichannel Service Automation including social channels, case management, knowledgebase, and AI-based sentiment analysis

#### RESULTS

- Built state-of-the-art technology that provided 360 degree visibility with a complete customer engagement platform
- Set up pan-India operations with a philosophy of “Born in the Cloud”

#### BLACK BOX VALUE PROPOSITION

- Delivered an integrated omnichannel customer engagement platform with best-in-class features
- Facilitated starting operations from anywhere by providing an end-to-end managed services platform

## SOLUTION

After a thorough analysis of the challenges faced by the start-up, Black Box offered a comprehensive, robust Enterprise CRM platform with Intelligent Automation capabilities to build state-of-the-art technology. With Genesys Cloud CX and SimpleCRM hosted on multi-cloud, our experts provided top-notch multi-cloud solutions to address the challenges like the absence of customer data centers and delivery centers and introduced contact center operations. This operation implemented for customer service advisors enabled them to work from anywhere and address all the customer engagement needs like:

- Omnichannel CX (Voice, Email, Chat, Social (FB & Twitter))
- Marketing: Target to prospect journey and digital marketing
- Sales & Account Management: Prospect to the customer journey, account management, quotation, digital customer onboarding, & eKYC (Know Your Customer)
- Customer Support: Omnichannel service automation including social channels, case management, knowledgebase, and AI-based sentiment analysis.
- Customer Delight: Loyalty program hyper-personalized offer
- Mobility solutions for sales



## GET IN TOUCH

For more information about our services or a quote, please contact us at **+91 22 6661 7272**, [uc-cx-practice-india@blackbox.com](mailto:uc-cx-practice-india@blackbox.com) or visit [www.blackbox.com](http://www.blackbox.com).

## OUTCOMES

### **Integrated Omnichannel Customer Engagement Platform with best-in-class features**

Implementing a multi-cloud solution with Genesys and SimpleCRM, Black Box ensured the integration of an omnichannel customer engagement platform with best-in-class features. Through its customized features, the inbound and outbound communications could be combined to deliver seamless and proactive engagements where people can switch channels without losing any context, thus enjoying a frictionless experience. This omnichannel experience allowed the start-up to provide personalized service with 360-degree visibility to their customers through interaction routing where the specific business problem is routed to particular agents.

### **A single comprehensive platform to manage all interactions and issues**

With Genesys' customer experience platform, omnichannel desktop, and proper routing across several channels, the cloud contact center helped the start-up tailor their conversations and bring desired business success. Genesys Cloud CX eliminated long wait times for repeat callers and transferred them to the best-skilled agents or the last agent they spoke with for a consistent experience. By engaging customers through this integrated platform, the omnichannel inbound solution provided a connected experience for them.

### **Ability to start operations from anywhere by providing an end-to-end managed platform**

The solutions implemented by Black Box helped the company to make the most of the all-in-one design of Genesys Cloud CX which allows integration with existing systems through its open architecture. Its easy-to-use and intuitive interface was efficiently used to design customized and empathetic experiences. The public cloud and colocation features, along with its microservices-based architecture, API-first development, open data, and artificial intelligence (AI) allowed for agile and resilient services practically from anywhere in the world.

## ABOUT BLACK BOX

Black Box® is a trusted IT solutions provider delivering cutting-edge technology products and world-class consulting services to businesses across the globe in every industry. The breadth of our global reach and depth of our expertise accelerate customer success by bringing people, ideas, and technology together to solve real-world business problems.